

WHAT IS CLAIMED:

1. An interactive video advertisement package for delivery over a broadcast interactive television medium comprising:
 - an initial real time, predetermined video advertisement segment deliverable over the broadcast interactive television medium, the initial video advertisement segment having a plurality of selectable zones; and
 - a plurality of selectable, predetermined video advertisement segments, each selectable video advertisement segment corresponding to one of the plurality of selectable zones and selectively delivered to a viewer in direct response to selection by the viewer of that zone, and wherein at least one of the selectable zones corresponds to a plurality of selectable, predetermined video advertisement segments that present parts of a storyline.
2. The interactive video advertisement package of Claim 1, wherein each selectable zone and corresponding advertisement segment correspond to the same product or service.
3. The interactive video advertisement package of Claim 1, wherein each selectable zone and corresponding advertisement segment correspond to a different product or service.
4. The interactive video advertisement package of Claim 1, wherein each selectable zone and corresponding advertisement segment corresponds to a promotion by a different company.
5. The interactive video advertisement package of Claim 1, wherein unselected selectable zones are represented by a picture-in-picture windows.
6. The interactive video advertisement package of Claim 1, wherein a real time picture-in-picture window selectable zone appears displaying real time video programming while the

viewer is viewing an advertisement segment in cyber time, and wherein the viewer is returned to real time programming in direct response to selecting the real time selectable zone.

7. An interactive video advertisement package for delivery over a broadcast interactive television medium comprising:

an initial real time, predetermined video advertisement segment deliverable over the broadcast interactive television medium, the initial video advertisement segment having a plurality of selectable zones; and

a plurality of selectable, predetermined video advertisement segments, each selectable video advertisement segment corresponding to one of the plurality of selectable zones and selectively delivered to a viewer in direct response to selection by the viewer of that zone.

8. A method of presenting an interactive video advertisement package over a broadcast interactive television medium comprising:

simultaneously delivering an initial real time, predetermined video advertisement segment to a plurality of viewers over the broadcast interactive television medium, the initial video advertisement segment having a plurality of selectable zones;

providing a plurality of selectable, predetermined video advertisement segments, each selectable video advertisement segment corresponding to one of the plurality of selectable zones, and wherein at least one of the selectable zones corresponds to a plurality of selectable, predetermined video advertisement segments that present parts of a storyline; and

in response to selection of a selectable zone by one of the plurality of viewers, directly delivering the corresponding selectable video advertisement segment to that viewer.